

## CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Shorr & Associates**  
**1831 Chestnut Street**  
**Suite 602**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 577320 /		<u>Alt Order #</u> 09826616
<u>Product</u> BALDWIN FOR SENATE		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Estimate #</u>
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 09/24/12 / 09/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NW80	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	09/25/12	10/01/12	M-F 9a-10a	9a-10a		:30			NM	5	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$335.00			
N 2	6	09/25/12	10/01/12	M-F 5a-530a	5a-530a		:30			NM	3	\$1,005.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$335.00			
N 3	6	09/25/12	10/01/12	M-F 5a-530a	5a-530a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$550.00			
N 4	6	09/25/12	10/01/12	M-F 530a-6a	530a-6a		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$415.00			
N 5	6	09/25/12	10/01/12	M-F 530a-6a	530a-6a		:30			NM	2	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$735.00			
N 6	6	09/25/12	10/01/12	M-F 6a-7a	6a-7a		:30			NM	5	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$585.00			
N 7	6	09/25/12	10/01/12	M-F 6a-7a	6a-7a		:30			NM	5	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$1,050.00			
N 8	6	09/25/12	10/01/12	M-F 7a-8a	7a-8a		:30			NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$1,100.00			
N 9	6	09/25/12	10/01/12	M-F 7a-8a	7a-8a		:30			NM	5	\$3,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$635.00			
N 10	6	09/25/12	10/01/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$315.00			
N 11	6	09/25/12	10/01/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$300.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<u>Contract / Revision</u> 577320 /		<u>Alt Order #</u> 09826616
<u>Contract Dates</u> 09/25/12 - 10/01/12	<u>Product</u> BALDWIN FOR SENATE	<u>Estimate #</u>
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	6	09/25/12	10/01/12	M-F 9a-10a	9a-10a		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$550.00			
N 13	6	09/25/12	10/01/12	M-F 4p-430p	4p-430p		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$315.00			
N 14	6	09/25/12	10/01/12	M-F 630p-7p	630p-7p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$500.00			
N 15	6	09/29/12	09/29/12	230p-3p MLB Pregame	230p-3p MLB Preg		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$435.00			
N 16	6	10/01/12	10/01/12	FOX Prime Monday 7-8	7p-8p		:30			NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$2,250.00			
N 17	6	09/27/12	09/27/12	X Factor Thursday	7p-9p		:30			NM	1	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$2,350.00			
N 18	6	09/27/12	09/27/12	FOX Prime Thursday 8	8p-9p		:30			NM	1	\$3,165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$3,165.00			
N 19	6	09/25/12	09/25/12	FOX Prime Tuesday 7-	7p-8p		:30			NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$2,250.00			
N 20	6	09/25/12	10/01/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$350.00			
N 21	6	09/25/12	10/01/12	M-F 1035p-1105p	1035p-1105p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$350.00			
N 22	6	09/25/12	10/01/12	M-F 1035p-1105p	1035p-1105p		:30			NM	3	\$2,055.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$685.00			
N 23	6	09/25/12	10/01/12	M-F 1135p-1205a	1135p-1205a		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$350.00			
N 24	6	09/25/12	10/01/12	M-F 9-930p	9p-930p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$2,000.00			
N 25	6	09/25/12	10/01/12	M-F 9-930p	9p-930p		:30			NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$1,400.00			
Totals											85	\$58,150.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	65	\$43,780.00	\$37,213.00
10/01/12 -10/01/12	20	\$14,370.00	\$12,214.50
<b>Totals</b>	<b>85</b>	<b>\$58,150.00</b>	<b>\$49,427.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<u>Contract / Revision</u>	<u>Alt Order #</u>
577320 /	09826616

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/12 - 10/01/12	BALDWIN FOR SENATE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Baldwin/D/Senate	09/24/12 / 09/24/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

**NAB**  
BROADCASTERS**AGREEMENT FORM FOR  
POLITICAL BROADCASTS**STATION and LOCATION WITI-TV Date 9/24/12I, Sherr Johnson Magnus (on behalf of) Tammy BaldwinA legally qualified candidate of the Democratic political party for the office of US SenateIn the General election to be held on Nov 6, 2012 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
---------------------	----------------------------------	------	---------------	----------------	--------------	------

See Attached

Date of First Broadcast <u>9/25/12</u>	Date of Last Broadcast <u>10/1/12</u>
---	--

Total Charges: \$49,427.50 NetThe broadcast time will be used by Tammy Baldwin  
I represent that the payment for the above-described broadcast time has been furnished by Tammy Baldwin for SenateAnd you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; of ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:  
David Newby, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least \_\_\_\_\_ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including: applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date 8/27/12 [Signature]  
(Candidate or Agent)☐ Accepted ☐ Rejected By \_\_\_\_\_ Title \_\_\_\_\_  
This request whether accepted or rejected, will be available for public inspection for a period of two years.

**SHORR JOHNSON MAGNUS**MEDIA ACCOUNT  
1831 Chestnut Street, 6th Floor  
Philadelphia, PA 19103  
(215) 567-4080 FAX (215) 567-2106**FIRSTTRUST SAVINGS BANK**  
3-7380/2380**3744**

9/24/2012

PAY TO THE  
ORDER OF **WITI-TV**

\$ \*\*49,427.50

Forty-Nine Thousand Four Hundred Twenty-Seven and 50/100\*\*\*\*\*

DOLLARS

**WITI-TV**

▲ TAMPER RESISTANT TONER AREA ▲

MEMO **Baldwin**

MP

⑈003744⑈ ⑆236073801⑆ 70 0909484⑈

